Amendments to the Specification

At page 1, line 1 please amend the Title as follows:

GENERATION OF IMPLICIT TV RECOMMENDER ~~VIA SHOWS IMAGE~~ BASED ON KEY

FRAMES AND CONTENT OF PROGRAM

At page 1, please amend the CROSS REFERENCE TO RELATED APPLICATION as follows:

This application claims the benefit of U.S. provisional application serial no. 60/462,778

filed April 14, 2003, which is incorporated herein by reference <u>and makes a priority claim of</u>

<u>PCT/IB2004/001140 filed April 2, 2004.</u>

At page 1, beginning on line 5, please add the following heading:

<u>BACKGROUND OF THE INVENTION</u>

At page 2, beginning on line 25, please add the following:

<u>SUMMARY OF THE INVENTION</u>

<u>A system and method for providing TV recommendations that uses the steps of receiving</u>

<u>a plurality of programs from a plurality of channels; and then extracting key frames and content</u>

<u>of the plurality of programs watched by a user to determine user preference; and thereafter</u>

<u>generating a user profile based on the extracted key frames and content of the programs and</u>

<u>finally providing recommendations based on the user profile.</u>

At page 2, beginning on line 26, please add the following heading:

<u>BRIEF DESCRIPTION OF THE DRAWINGS</u>

At page 3, beginning on line 1, please add the following heading:

<u>DETAILED DESCRIPTION OF A PREFERRED EMBODIMENT</u>